

North Jersey Media Group

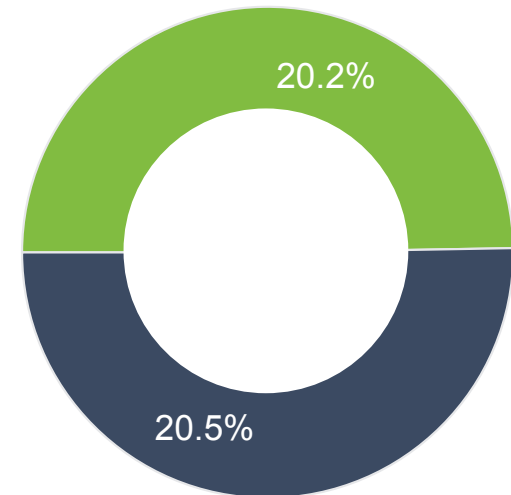
Herald News Demographics

Daily Newspaper Readership **110,093**
Sunday Newspaper Readership **122,470**

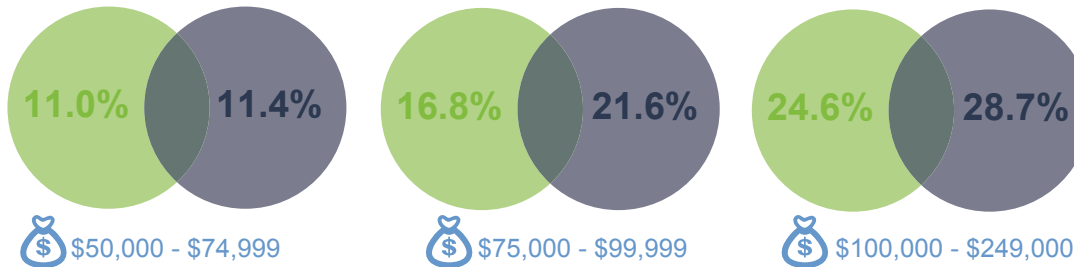
FINANCIAL SERVICES (HAS OR USE)



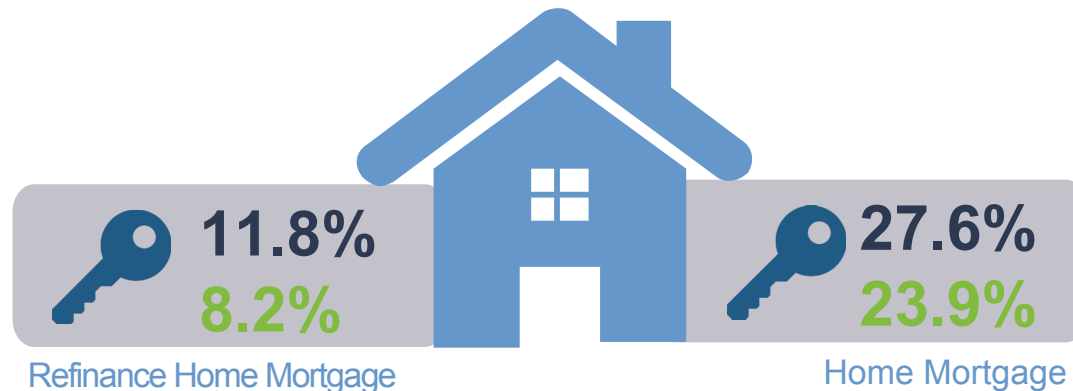
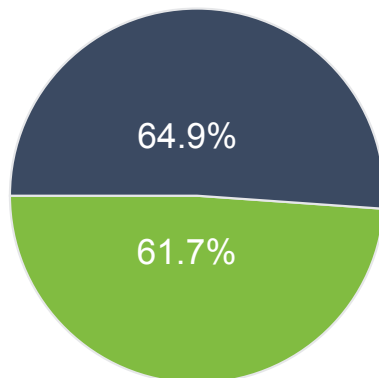
COLLEGE GRADUATE



HOUSEHOLD INCOME



OWN A HOME



Source: Market/Release: Scarborough USA+ 2014 Release 1 Total (Feb 2013 - Mar 2014)

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North Jersey Media Group

The Record Demographics

Daily Newspaper Readership 541,430
Sunday Newspaper Readership 569,217

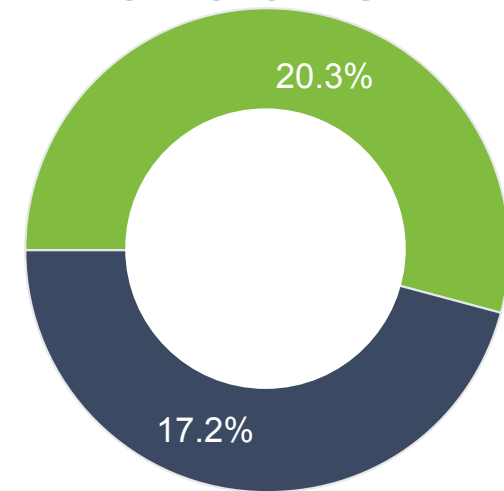
FINANCIAL SERVICES (HAS OR USE)

19.2%
Certificates of Deposit
15.6%

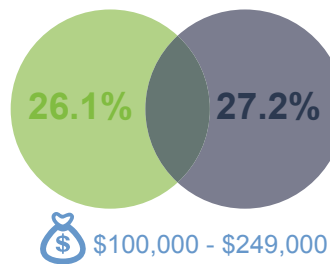
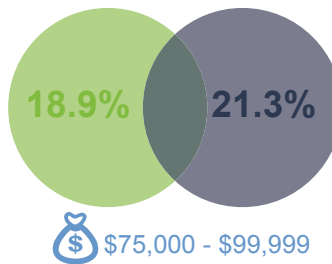
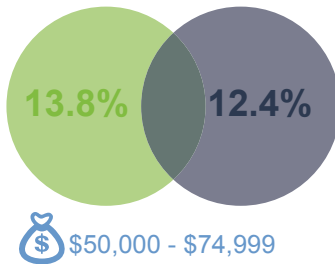


71.3%
Savings Account
70.5%

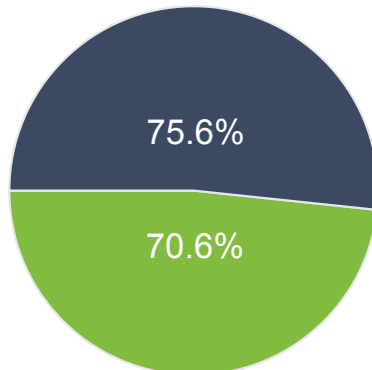
COLLEGE GRADUATE



HOUSEHOLD INCOME



OWN A HOME

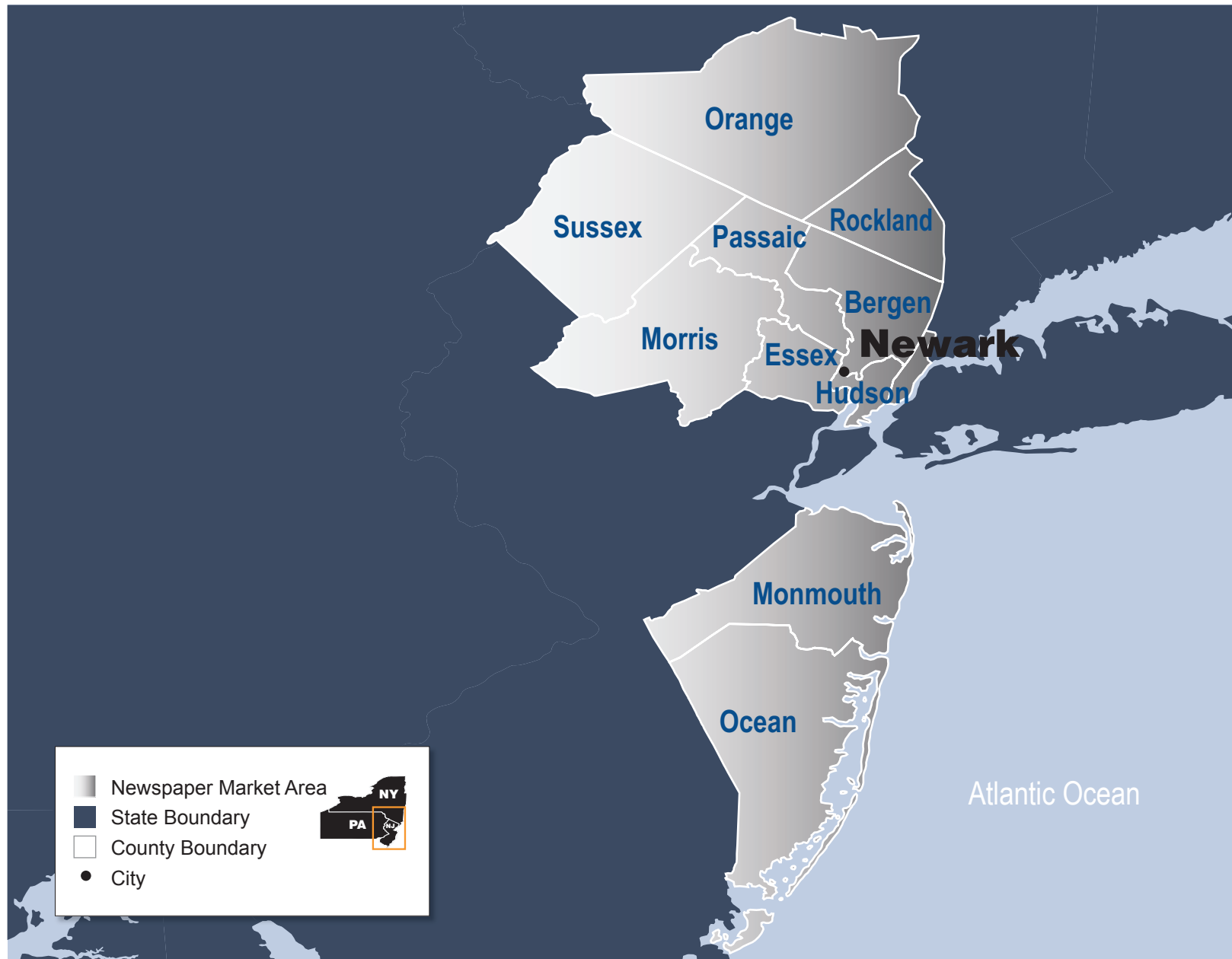


Source: Market/Release: Scarborough USA+ 2015 Release 1 Total (Feb 2014 - Mar 2015)

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Newspaper-Designated Market Area



Source: SRDS Circulation 2014, pg. 558